



# House and Home Expenditures

Prepared by: Grove City Department of Development

## Town Center Area Demographic Study

4035 Broadway

Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998

Longitude: -83.093858

Radius: 1.0 mile

### 2007 Housing Summary

Housing Units	3,727
2007-2012 Percent Change	2.76%
Percent Occupied	93.3%
Percent Owner Occupied	68.4%
Median Home Value	\$124,837

### 2007 Demographic Summary

Population	8,321
Households	3,479
Families	2,271
Median Age	36.3
Median Household Income	\$53,438

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	88	\$9,820.86	\$34,166,779
Mortgage Interest	86	\$3,739.70	\$13,010,400
Mortgage Principal	87	\$1,541.28	\$5,362,125
Property Taxes	96	\$1,948.36	\$6,778,341
Homeowners Insurance	88	\$411.43	\$1,431,377
Ground Rent	81	\$53.51	\$186,165
Maintenance and Remodeling Services	89	\$1,751.27	\$6,092,652
Maintenance and Remodeling Materials	85	\$317.90	\$1,105,958
Property Management and Security	99	\$57.42	\$199,761
<b>Rented Dwellings</b>	78	\$2,687.78	\$9,350,770
Rent	78	\$2,603.61	\$9,057,956
Rent Received as Pay	77	\$40.22	\$139,940
Tenant Insurance	87	\$12.30	\$42,807
Maintenance and Repair Services	75	\$22.32	\$77,656
Maintenance and Repair Materials	73	\$9.32	\$32,411
<b>Owned Vacation Homes</b>	95	\$354.64	\$1,233,809
Mortgage Payment	89	\$136.83	\$476,032
Property Taxes	94	\$88.08	\$306,424
Homeowners Insurance	92	\$11.12	\$38,703
Maintenance and Remodeling	104	\$105.92	\$368,511
Property Management and Security	94	\$12.69	\$44,139
Housing While Attending School	94	\$93.11	\$323,943
<b>Household Operations</b>	86	\$1,260.46	\$4,385,134
Child Care	89	\$374.54	\$1,303,012
Care for Elderly and Handicapped	81	\$62.68	\$218,078
Appliance Rental and Repair	91	\$20.61	\$71,709
Computer Information Services	87	\$169.65	\$590,205
Home Security System Services	90	\$23.04	\$80,156
Non-apparel Household Laundry/Dry Cleaning	70	\$9.12	\$31,717
Housekeeping Services	88	\$121.19	\$421,608
Lawn & Garden	85	\$378.26	\$1,315,959
Moving/Storage/Freight Express	79	\$41.97	\$146,008
PC Repair (Personal Use)	84	\$4.79	\$16,667
Reupholstering/Furniture Repair	89	\$9.61	\$33,438
Termite/Pest Control	75	\$16.24	\$56,514
Water Softening Services	90	\$4.60	\$15,999
Other Home Services <sup>1</sup>	91	\$24.16	\$84,064

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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Radius: 1.0 mile

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	87	\$3,811.62	\$13,260,627
Bottled Gas	62	\$40.17	\$139,752
Electricity	84	\$1,336.54	\$4,649,809
Fuel Oil & Coal	102	\$89.57	\$311,614
Natural Gas	101	\$594.58	\$2,068,542
Telephone Services	85	\$1,293.60	\$4,500,442
Water and Other Public Services	87	\$447.44	\$1,556,649
Wood and Other Fuel <sup>2</sup>	68	\$9.72	\$33,819
<b>Housekeeping Supplies</b>	86	\$666.90	\$2,320,162
Laundry and Cleaning Supplies	84	\$189.83	\$660,411
Postage and Stationery	87	\$204.22	\$710,487
Other HH Products <sup>3</sup>	87	\$272.86	\$949,264
<b>Household Textiles</b>	86	\$119.65	\$416,255
Bathroom Linens	86	\$16.24	\$56,493
Bedroom Linens	86	\$53.84	\$187,314
Kitchen and Dining Room Linens	85	\$3.72	\$12,946
Curtains and Draperies	88	\$24.17	\$84,085
Slipcovers, Decorative Pillows	87	\$4.24	\$14,734
Materials for Slipcovers/Curtains	85	\$15.40	\$53,562
Other Linens	88	\$2.05	\$7,121
<b>Furniture</b>	87	\$558.46	\$1,942,896
Mattresses and Box Springs	85	\$69.51	\$241,831
Other Bedroom Furniture	85	\$103.45	\$359,916
Sofas	86	\$123.09	\$428,220
Living Room Tables and Chairs	87	\$76.06	\$264,625
Kitchen, Dining Room Furniture	91	\$71.95	\$250,329
Infant Furniture	88	\$10.79	\$37,539
Outdoor Furniture	87	\$22.03	\$76,650
Wall Units, Cabinets and Other Furniture <sup>4</sup>	90	\$81.57	\$283,786
<b>Major Appliances</b>	84	\$246.32	\$856,951
Dishwashers and Disposals	88	\$22.55	\$78,460
Refrigerators and Freezers	84	\$67.11	\$233,479
Clothes Washers	83	\$36.27	\$126,166
Clothes Dryers	84	\$25.88	\$90,036
Cooking Stoves and Ovens	81	\$40.87	\$142,175
Microwave Ovens	84	\$11.79	\$41,009
Window Air Conditioners	86	\$8.26	\$28,723
Electric Floor Cleaning Equipment	86	\$20.79	\$72,328
Sewing Machines and Miscellaneous Appliances	83	\$12.81	\$44,575

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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**Radius: 1.0 mile**

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	89	\$80.31	\$279,394
Housewares	80	\$83.75	\$291,365
Small Appliances	87	\$31.94	\$111,134
Window Coverings	87	\$29.23	\$101,685
Lamps and Other Lighting Fixtures	89	\$20.28	\$70,568
Infant Equipment	54	\$9.70	\$33,745
Rental of Furniture	87	\$4.66	\$16,224
Laundry and Cleaning Equipment	87	\$21.45	\$74,626
Closet and Storage Items	78	\$16.59	\$57,724
Luggage	90	\$9.28	\$32,293
Clocks and Other Household Decoratives	74	\$186.20	\$647,780
Telephones and Accessories	73	\$34.77	\$120,974
Telephone Answering Devices	88	\$1.23	\$4,278
Outdoor Equipment	74	\$38.77	\$134,877
Power Tools	64	\$32.56	\$113,287
Hand Tools	85	\$9.97	\$34,689
Office Furniture/Equipment for Home Use	84	\$17.39	\$60,503
Computers and Hardware for Home Use	85	\$187.25	\$651,454
Software and Accessories for Home Use	85	\$25.56	\$88,908
Other Household Items <sup>5</sup>	85	\$112.50	\$391,395

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

<sup>1</sup> **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

<sup>2</sup> **Wood and Other Fuel** includes wood, kerosene, and other fuels for owned and rented homes.

<sup>3</sup> **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

<sup>4</sup> **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

<sup>5</sup> **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, calculators, and miscellaneous household equipment and parts.

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**Radius: 2.0 mile**

## 2007 Housing Summary

Housing Units	11,496
2007-2012 Percent Change	9.39%
Percent Occupied	92.4%
Percent Owner Occupied	73.5%
Median Home Value	\$147,058

## 2007 Demographic Summary

Population	27,212
Households	10,622
Families	7,471
Median Age	37.4
Median Household Income	\$61,989

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	104	\$11,588.10	\$123,088,753
Mortgage Interest	105	\$4,572.80	\$48,572,256
Mortgage Principal	104	\$1,848.83	\$19,638,245
Property Taxes	107	\$2,169.05	\$23,039,677
Homeowners Insurance	102	\$472.36	\$5,017,432
Ground Rent	95	\$62.64	\$665,324
Maintenance and Remodeling Services	103	\$2,030.47	\$21,567,658
Maintenance and Remodeling Materials	98	\$368.08	\$3,909,708
Property Management and Security	110	\$63.87	\$678,453
<b>Rented Dwellings</b>	92	\$3,158.94	\$33,554,226
Rent	92	\$3,061.87	\$32,523,164
Rent Received as Pay	89	\$46.49	\$493,769
Tenant Insurance	97	\$13.78	\$146,355
Maintenance and Repair Services	88	\$26.12	\$277,422
Maintenance and Repair Materials	84	\$10.69	\$113,516
<b>Owned Vacation Homes</b>	106	\$397.32	\$4,220,299
Mortgage Payment	106	\$162.76	\$1,728,856
Property Taxes	103	\$96.48	\$1,024,795
Homeowners Insurance	105	\$12.62	\$134,052
Maintenance and Remodeling	109	\$111.36	\$1,182,817
Property Management and Security	104	\$14.10	\$149,779
Housing While Attending School	103	\$102.29	\$1,086,562
<b>Household Operations</b>	101	\$1,475.65	\$15,674,325
Child Care	106	\$444.25	\$4,718,804
Care for Elderly and Handicapped	90	\$69.88	\$742,292
Appliance Rental and Repair	104	\$23.59	\$250,597
Computer Information Services	101	\$197.84	\$2,101,492
Home Security System Services	111	\$28.42	\$301,916
Non-apparel Household Laundry/Dry Cleaning	81	\$10.59	\$112,509
Housekeeping Services	106	\$144.91	\$1,539,247
Lawn & Garden	97	\$433.15	\$4,600,898
Moving/Storage/Freight Express	98	\$52.14	\$553,870
PC Repair (Personal Use)	97	\$5.52	\$58,629
Reupholstering/Furniture Repair	104	\$11.27	\$119,682
Termite/Pest Control	98	\$21.30	\$226,234
Water Softening Services	94	\$4.83	\$51,326
Other Home Services <sup>1</sup>	105	\$27.94	\$296,829

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	99	\$4,348.78	\$46,192,711
Bottled Gas	68	\$43.91	\$466,419
Electricity	97	\$1,543.57	\$16,395,809
Fuel Oil & Coal	95	\$84.13	\$893,578
Natural Gas	109	\$643.49	\$6,835,165
Telephone Services	98	\$1,497.70	\$15,908,603
Water and Other Public Services	102	\$525.78	\$5,584,819
Wood and Other Fuel <sup>2</sup>	72	\$10.20	\$108,318
<b>Housekeeping Supplies</b>	98	\$759.75	\$8,070,089
Laundry and Cleaning Supplies	96	\$217.13	\$2,306,377
Postage and Stationery	100	\$233.75	\$2,482,926
Other HH Products <sup>3</sup>	99	\$308.87	\$3,280,786
<b>Household Textiles</b>	101	\$140.75	\$1,495,014
Bathroom Linens	101	\$19.11	\$202,946
Bedroom Linens	101	\$63.64	\$676,019
Kitchen and Dining Room Linens	101	\$4.43	\$47,074
Curtains and Draperies	104	\$28.57	\$303,504
Slipcovers, Decorative Pillows	102	\$5.00	\$53,132
Materials for Slipcovers/Curtains	97	\$17.60	\$186,977
Other Linens	102	\$2.39	\$25,362
<b>Furniture</b>	103	\$662.88	\$7,041,061
Mattresses and Box Springs	100	\$81.87	\$869,578
Other Bedroom Furniture	102	\$123.74	\$1,314,347
Sofas	102	\$147.11	\$1,562,637
Living Room Tables and Chairs	103	\$90.41	\$960,328
Kitchen, Dining Room Furniture	105	\$83.38	\$885,657
Infant Furniture	105	\$12.80	\$135,989
Outdoor Furniture	104	\$26.14	\$277,616
Wall Units, Cabinets and Other Furniture <sup>4</sup>	107	\$97.43	\$1,034,909
<b>Major Appliances</b>	98	\$287.00	\$3,048,550
Dishwashers and Disposals	100	\$25.61	\$272,031
Refrigerators and Freezers	98	\$78.32	\$831,967
Clothes Washers	96	\$41.94	\$445,488
Clothes Dryers	97	\$29.87	\$317,247
Cooking Stoves and Ovens	96	\$48.57	\$515,882
Microwave Ovens	99	\$13.92	\$147,907
Window Air Conditioners	96	\$9.21	\$97,817
Electric Floor Cleaning Equipment	100	\$24.06	\$255,610
Sewing Machines and Miscellaneous Appliances	100	\$15.50	\$164,601

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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Radius: 2.0 mile

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	104	\$93.73	\$995,547
Housewares	94	\$98.56	\$1,046,929
Small Appliances	98	\$36.18	\$384,342
Window Coverings	105	\$35.35	\$375,480
Lamps and Other Lighting Fixtures	105	\$23.91	\$253,977
Infant Equipment	67	\$11.96	\$127,079
Rental of Furniture	95	\$5.05	\$53,669
Laundry and Cleaning Equipment	100	\$24.81	\$263,583
Closet and Storage Items	91	\$19.40	\$206,014
Luggage	106	\$10.93	\$116,068
Clocks and Other Household Decoratives	85	\$213.82	\$2,271,166
Telephones and Accessories	85	\$40.43	\$429,452
Telephone Answering Devices	103	\$1.43	\$15,160
Outdoor Equipment	89	\$46.87	\$497,901
Power Tools	74	\$37.90	\$402,528
Hand Tools	98	\$11.51	\$122,294
Office Furniture/Equipment for Home Use	103	\$21.19	\$225,127
Computers and Hardware for Home Use	101	\$220.89	\$2,346,290
Software and Accessories for Home Use	103	\$30.74	\$326,516
Other Household Items <sup>5</sup>	98	\$130.18	\$1,382,788

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

<sup>1</sup> **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

<sup>2</sup> **Wood and Other Fuel** includes wood, kerosene, and other fuels for owned and rented homes.

<sup>3</sup> **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

<sup>4</sup> **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

<sup>5</sup> **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, calculators, and miscellaneous household equipment and parts.

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### 2007 Housing Summary

Housing Units	19,954
2007-2012 Percent Change	12.13%
Percent Occupied	91.3%
Percent Owner Occupied	76.9%
Median Home Value	\$145,210

### 2007 Demographic Summary

Population	47,789
Households	18,219
Families	13,017
Median Age	35.9
Median Household Income	\$63,038

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	107	\$11,881.38	\$216,466,948
Mortgage Interest	111	\$4,854.95	\$88,452,425
Mortgage Principal	108	\$1,919.90	\$34,978,738
Property Taxes	104	\$2,113.27	\$38,501,738
Homeowners Insurance	104	\$481.96	\$8,780,869
Ground Rent	100	\$65.50	\$1,193,309
Maintenance and Remodeling Services	102	\$2,010.52	\$36,629,657
Maintenance and Remodeling Materials	100	\$373.96	\$6,813,157
Property Management and Security	105	\$61.31	\$1,117,055
<b>Rented Dwellings</b>	89	\$3,074.32	\$56,011,102
Rent	89	\$2,979.82	\$54,289,336
Rent Received as Pay	86	\$44.97	\$819,342
Tenant Insurance	93	\$13.25	\$241,388
Maintenance and Repair Services	87	\$25.79	\$469,797
Maintenance and Repair Materials	83	\$10.50	\$191,239
<b>Owned Vacation Homes</b>	101	\$380.48	\$6,931,911
Mortgage Payment	106	\$162.56	\$2,961,746
Property Taxes	97	\$90.60	\$1,650,682
Homeowners Insurance	103	\$12.41	\$226,112
Maintenance and Remodeling	99	\$101.47	\$1,848,624
Property Management and Security	99	\$13.43	\$244,747
Housing While Attending School	101	\$99.73	\$1,816,957
<b>Household Operations</b>	103	\$1,503.86	\$27,398,752
Child Care	111	\$466.69	\$8,502,639
Care for Elderly and Handicapped	88	\$67.81	\$1,235,426
Appliance Rental and Repair	103	\$23.50	\$428,102
Computer Information Services	103	\$201.28	\$3,667,157
Home Security System Services	118	\$30.36	\$553,171
Non-apparel Household Laundry/Dry Cleaning	80	\$10.46	\$190,499
Housekeeping Services	107	\$146.27	\$2,664,950
Lawn & Garden	96	\$430.56	\$7,844,287
Moving/Storage/Freight Express	101	\$54.04	\$984,645
PC Repair (Personal Use)	97	\$5.53	\$100,660
Reupholstering/Furniture Repair	105	\$11.39	\$207,541
Termite/Pest Control	109	\$23.62	\$430,357
Water Softening Services	91	\$4.66	\$84,934
Other Home Services <sup>1</sup>	104	\$27.68	\$504,384

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	100	\$4,367.58	\$79,572,948
Bottled Gas	66	\$42.46	\$773,639
Electricity	99	\$1,574.21	\$28,680,533
Fuel Oil & Coal	75	\$65.72	\$1,197,399
Natural Gas	104	\$613.68	\$11,180,699
Telephone Services	100	\$1,517.54	\$27,648,119
Water and Other Public Services	106	\$544.52	\$9,920,619
Wood and Other Fuel <sup>2</sup>	67	\$9.44	\$171,940
<b>Housekeeping Supplies</b>	99	\$760.70	\$13,859,111
Laundry and Cleaning Supplies	97	\$219.23	\$3,994,135
Postage and Stationery	100	\$233.06	\$4,246,199
Other HH Products <sup>3</sup>	99	\$308.40	\$5,618,777
<b>Household Textiles</b>	103	\$143.09	\$2,606,924
Bathroom Linens	103	\$19.43	\$353,914
Bedroom Linens	104	\$65.09	\$1,185,957
Kitchen and Dining Room Linens	103	\$4.52	\$82,259
Curtains and Draperies	105	\$28.98	\$527,963
Slipcovers, Decorative Pillows	104	\$5.12	\$93,245
Materials for Slipcovers/Curtains	96	\$17.52	\$319,208
Other Linens	104	\$2.44	\$44,378
<b>Furniture</b>	106	\$679.72	\$12,383,770
Mattresses and Box Springs	103	\$83.86	\$1,527,783
Other Bedroom Furniture	105	\$127.59	\$2,324,651
Sofas	105	\$151.61	\$2,762,255
Living Room Tables and Chairs	105	\$92.32	\$1,682,036
Kitchen, Dining Room Furniture	106	\$84.43	\$1,538,242
Infant Furniture	109	\$13.28	\$241,962
Outdoor Furniture	104	\$26.33	\$479,725
Wall Units, Cabinets and Other Furniture <sup>4</sup>	110	\$100.29	\$1,827,116
<b>Major Appliances</b>	99	\$290.86	\$5,299,246
Dishwashers and Disposals	100	\$25.43	\$463,397
Refrigerators and Freezers	99	\$79.73	\$1,452,558
Clothes Washers	97	\$42.44	\$773,201
Clothes Dryers	98	\$30.30	\$551,995
Cooking Stoves and Ovens	99	\$49.76	\$906,556
Microwave Ovens	101	\$14.15	\$257,889
Window Air Conditioners	94	\$9.00	\$163,915
Electric Floor Cleaning Equipment	101	\$24.33	\$443,230
Sewing Machines and Miscellaneous Appliances	102	\$15.73	\$286,505

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	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	103	\$93.50	\$1,703,526
Housewares	95	\$100.12	\$1,824,119
Small Appliances	97	\$35.70	\$650,347
Window Coverings	109	\$36.74	\$669,382
Lamps and Other Lighting Fixtures	106	\$24.18	\$440,539
Infant Equipment	73	\$13.06	\$237,894
Rental of Furniture	92	\$4.90	\$89,292
Laundry and Cleaning Equipment	101	\$25.04	\$456,136
Closet and Storage Items	91	\$19.52	\$355,641
Luggage	107	\$11.01	\$200,506
Clocks and Other Household Decoratives	85	\$213.66	\$3,892,672
Telephones and Accessories	85	\$40.30	\$734,280
Telephone Answering Devices	105	\$1.46	\$26,554
Outdoor Equipment	94	\$49.09	\$894,333
Power Tools	75	\$38.42	\$699,923
Hand Tools	101	\$11.78	\$214,573
Office Furniture/Equipment for Home Use	107	\$22.15	\$403,579
Computers and Hardware for Home Use	103	\$225.51	\$4,108,579
Software and Accessories for Home Use	106	\$31.83	\$579,830
Other Household Items <sup>5</sup>	100	\$132.16	\$2,407,783

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

<sup>1</sup> **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

<sup>2</sup> **Wood and Other Fuel** includes wood, kerosene, and other fuels for owned and rented homes.

<sup>3</sup> **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

<sup>4</sup> **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

<sup>5</sup> **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, calculators, and miscellaneous household equipment and parts.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.